

What is claimed is:

1. A multicolored, striped, dentifrice composition comprising:
 - 5 a plurality of stripe phases comprising:
 1. at least one first phase that is a translucent or transparent gel phase comprising an effective amount of colorant particles to create a striped appearance in the translucent or transparent gel phase; and
 2. at least one second phase;
 - 10 wherein the first phase and the second phase have contrasting colors and wherein all of the phases are rheologically equivalent; and
 - b. a dentifrice dispensing means wherein the phases are in interfacial surface contact with the adjacent phase prior to extrusion from the dispensing means.
- 15 2. The composition of claim 1 wherein the colorant particle level is from about 0.1% to about 3% by weight of the composition.
3. The composition of claim 2 wherein the colorant particle level is from about 0.15% to about 2% by weight of the composition.
- 20 4. The composition of claim 3 wherein the colorant particle level is from about 0.5% to about 1.5% by weight of the composition.
5. The composition of claim 2 wherein the composition has at least 3 stripe phases.
- 25 6. The composition of claim 5 wherein the composition has at least 4 stripe phases.
7. The composition of claim 1 wherein the colorant particle comprises a dye, pigment or lake entrained in a material selected from the group consisting of low density polyethylene (LDPE), high density polyethylene (HDPE), natural waxes, gelling agents, synthetic waxes, water soluble thermoplastic polymers, insoluble binders, water soluble binders, and mixtures thereof.

8. The composition of claim 7 wherein the material is selected from the group consisting of synthetic paraffin wax, synthetic wax, carnauba wax, candelilla wax, purified montan wax, castor wax, paraffin, ceresin wax and bayberry wax, and mixtures thereof.

- 5 9. The composition of claim 1 wherein the color of the translucent or transparent gel phase is provided by only the colorant particle.